

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; font-family: cursive;">WLWT CINCINNATI</span>	<b>Date:</b> <span style="font-size: 1.2em; font-family: cursive;">9/20/16</span>
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I, Red Eagle Media Group

do hereby request station time concerning the following issue:

National Rifle Association for American - Institute for Legislative Action
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See schedule	see schedule	see schedule	see schedule	see schedule	see schedule
<span style="font-size: 1.5em; font-family: cursive;">See ATTACHED</span>	<span style="font-size: 1.5em; font-family: cursive;">10/11/10/17</span>				<span style="font-size: 1.5em; font-family: cursive;">Schedule</span>

This broadcast time will be used by: NRA-ILA

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ Yes

☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

CONTEXT TSP

I represent that the payment for the above described broadcast time has been furnished by (name and address):

NATIONAL RIFLE ASSOCIATION OF AMERICAN INSTITUTE FOR LEGISLATIVE ACTION  
11250 WARPLES MILL ROAD  
FAIRFAX, VA 22030

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

TREASURER - MARY ROSE AOKI  
CHAIRMAN - CHARL COX  
EXECUTIVE VP - WAYNE LA PIERRE

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished  
by (name and address):

NATIONAL RIFLE ASSOCIATION OF AMERICAN INSTITUTE FOR LEGISLATIVE ACTION  
11250 WAPLES MILL ROAD,  
FAIRFAX, VA 22030

and you are authorized to announce the time as paid for by such person or entity  
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of  
directors below (or attach separately):

TREASURER- Mary Rose Adkins

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least 1 day before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

9/20/16      Jonathan Ferrell      \_\_\_\_\_  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted                      ☐ Accepted in Part                      ☐ Rejected  
Bob Sommerberg      Bob Sommerberg      PS  
Signature                      Printed Name                      Title

## CONTRACT



**WLWT**  
**1700 Young Street**  
**Cincinnati, OH 45202**  
**(513)412-5000**

[www.wlwt.com](http://www.wlwt.com)

And:

**Red Eagle Media Group**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 1525910 /		<u>Alt Order #</u> 08385260
<u>Product</u> NRA-ILA		
<u>Contract Dates</u> 10/11/16 - 10/17/16		<u>Estimate #</u> 7769
<u>Advertiser</u> NRA ILA		<u>Original Date / Revision</u> 09/20/16 / 09/20/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WLWT	<u>Account Executive</u> Mica Hansen	<u>Sales Office</u> HRP -Washington
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Code</u>	<u>Advertiser Code</u> 375	<u>Product 1/2</u> 944
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WLWT	10/15/16	10/15/16	Sa 10-11a News	Sa 10-11a		1:00				NM	1	\$1,200.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1-				1	\$1,200.00				
N 2	WLWT	10/15/16	10/15/16	Sa/Su 6-7a News	Sa/Su 6-7a		1:00				NM	1	\$800.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1-				1	\$800.00				
N 3	WLWT	10/15/16	10/15/16	SATURDAY EARLY NEWS	SAT EARLY NEWS		1:00				NM	1	\$2,000.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1-				1	\$2,000.00				
N 4	WLWT	10/15/16	10/15/16	Sa/su7-8a news	Sa/su7-8a		1:00				NM	1	\$1,600.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1-				1	\$1,600.00				
N 5	WLWT	10/15/16	10/15/16	NBC Saturday Today	Sa8-10a		1:00				NM	1	\$2,000.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1-				1	\$2,000.00				
N 6	WLWT	10/16/16	10/16/16	SUNDAY EARLY NEWS	SUN EARLY NEWS		1:00				NM	1	\$2,000.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1				1	\$2,000.00				
N 7	WLWT	10/16/16	10/16/16	NBC Sunday Today	Su8-9a		1:00				NM	1	\$2,400.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1				1	\$2,400.00				
N 8	WLWT	10/16/16	10/16/16	NFL Regular Season	NFL		1:00				NM	1	\$20,000.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst Television Inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**WLWT**  
**1700 Young Street**  
**Cincinnati, OH 45202**  
**(513)412-5000**

[www.wlwt.com](http://www.wlwt.com)

Contract / Revision	Alt Order #
1525910 /	08385260

Contract Dates	Product	Estimate #
10/11/16 - 10/17/16	NRA-ILA	7769

Advertiser	Original Date / Revision
NRA ILA	09/20/16 / 09/20/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1				1	\$20,000.00				
N 9	WLWT	10/16/16	10/16/16	Su 9-10a News	Su 9-10a		1:00				NM	1	\$1,600.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1				1	\$1,600.00				
Totals								0.00				9	\$33,600.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/16/16	9	\$33,600.00	(\$5,040.00)	\$28,560.00
<b>Totals</b>	9	\$33,600.00	(\$5,040.00)	\$28,560.00

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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